



COMPANY ANALYSIS

KEDAI KOPI SEBELAS

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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EXECUTIVE SUMMARY

Kedai Kopi Sebelas is a family-owned restaurant located at Section 11, Shah Alam. It serves various kind of coffees and drinks. It also serves local food such as NasiLemak and NasiGulai. This Kedai Kopi Sebelas at Section 11 is the first branch and only started the operation for eight months.

Kedai Kopi Sebelas is full of customers during the peak hours such as breakfast and lunchtime but especially during breakfast, they got a lot of demands. A major problem faced by KedaiKopiSebelas is how to increase profits and how to attract more customers during the time other than peak hours. The plan focuses on the company's strategy to achieve their goals and objectives and suggesting ways to build on the relationship with customers. Last but not least, how to improve and develop new products and services in the restaurant for the future.

1. INTRODUCTION

1.1 Background of the Study

ENT 600 is a course of technology entrepreneurship that needs to be taken by all UiTM students to expose to them about general information on business orientation. This course is also to introduce the current industry towards the students and also taught them how to start and handle the complexities of any business on their own. The knowledge the students will get from this subject will help them to see how important their decisions and creativities are going to influence their business.

Students are required to do a case study regarding a company they chose and do an interview with the owner or the person in charge in the company to get the information of the company and what kind of problems they are facing. The students need to analyze the problems and find the solutions.

1.2 Problem statement

Kedai Kopi Sebelas at Section 11 is a popular place among the residents and officers at Shah Alam. The restaurant is located at a very strategic location and well-trafficked. However, as the restaurant is built around the residential area, there are many other restaurants which also located around the same place became their competitors. Therefore, many customers decide to go to other restaurants. Besides that, they have a small number of worker. This had causes during the peakhour, the customers need to queue and wait in a long time to get the empty seats. These problem concludes that Kedai Kopi Sebelas loses their customers due to waiting for a long time.

1.3 Purpose of the Study

The purpose of this study is to show to us the real business industry by using the case study method. With this case study, we could practice and applying the knowledge we got and improve our thinking skills to face the real situation. In addition to these, we can learn how to conduct and run a feasible business while solving problems and challenges that were faced during the case study is being done.

By doing this case study, it also can help us in gaining a deeper understanding of technology business entrepreneurship and how to create ideas regarding marketing strategies.